



1/14

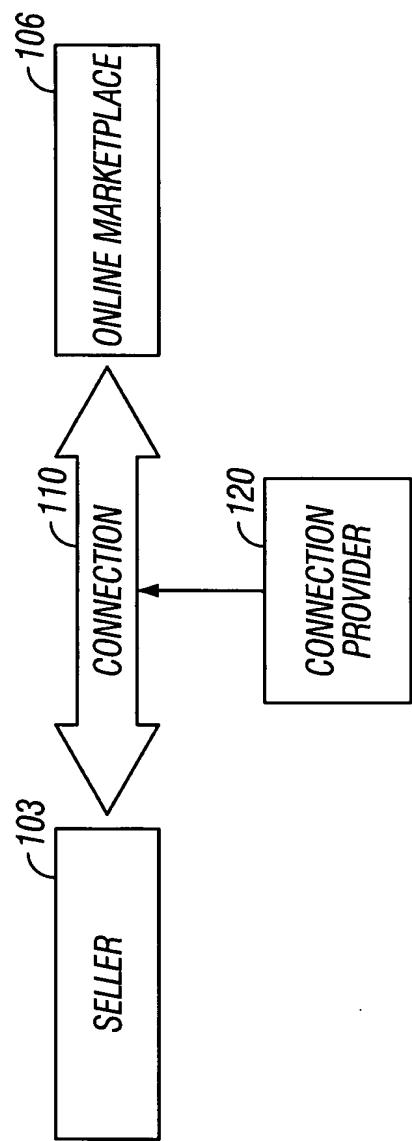


FIG. 1

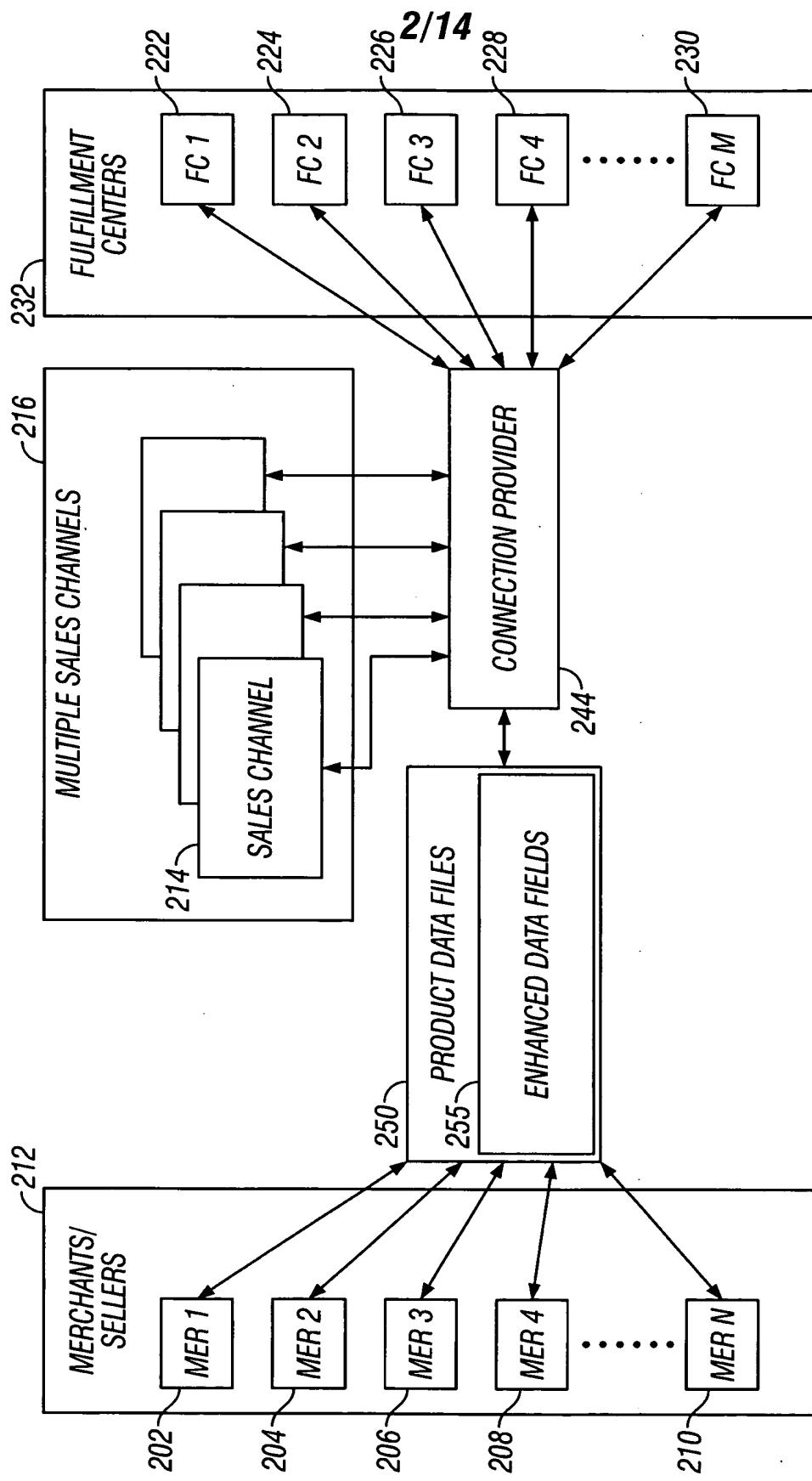


FIG. 2

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PRODUCT DATA FILE (PDF)  
300 ↗

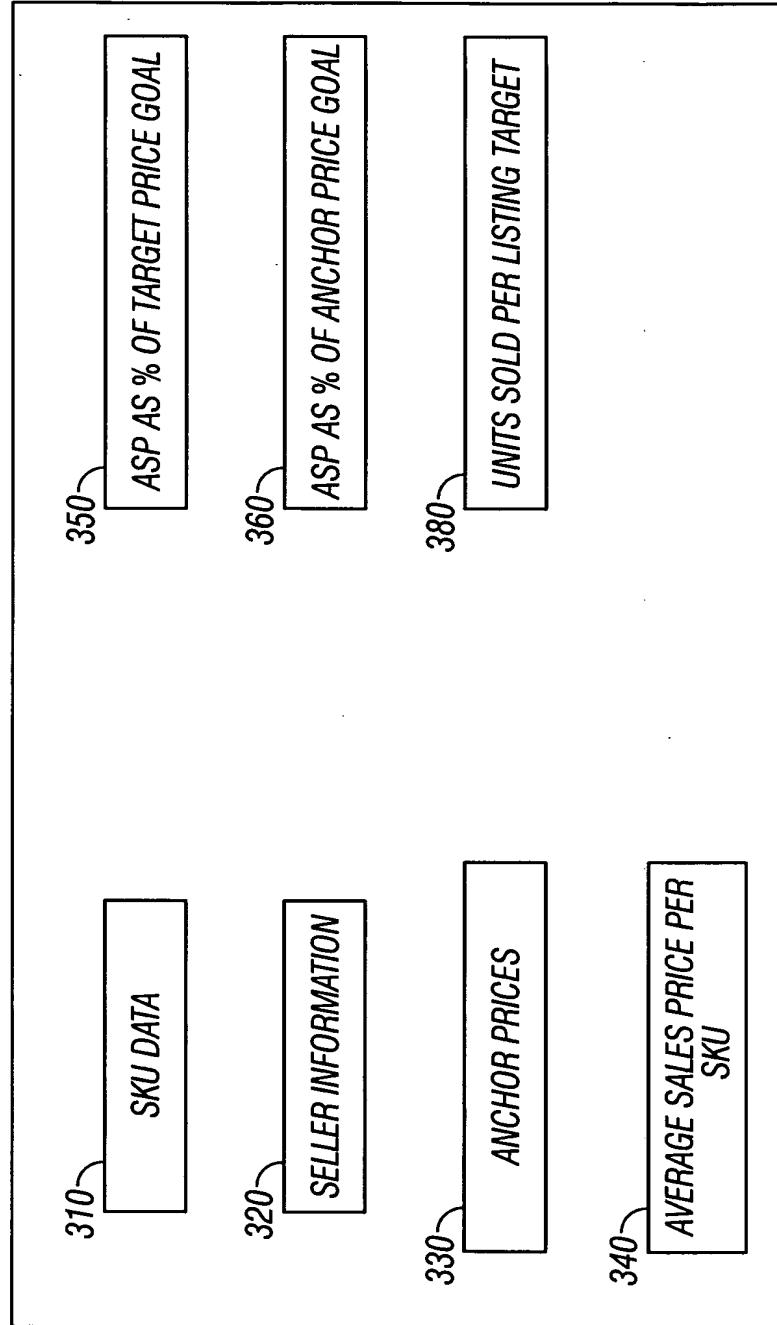
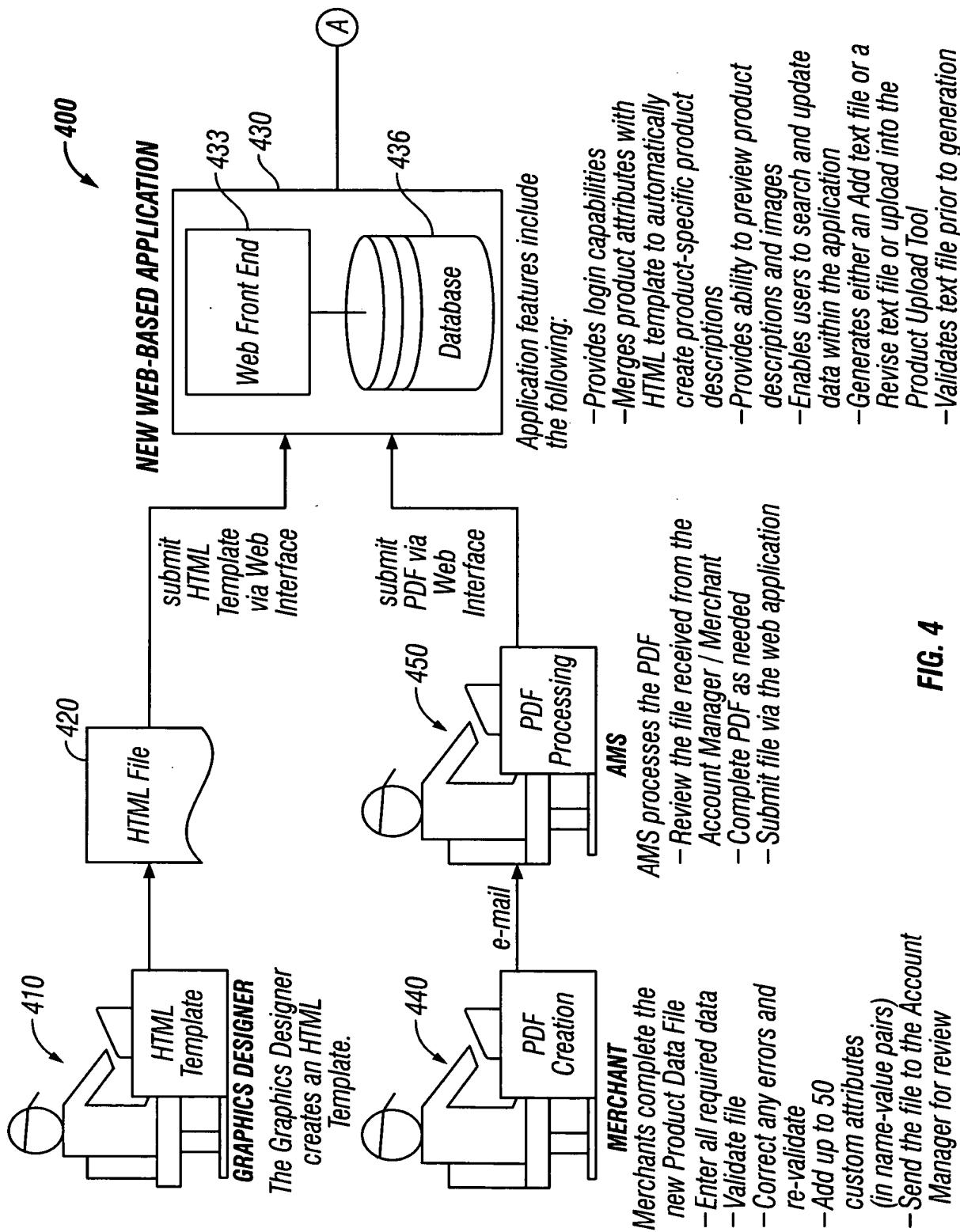


FIG. 3

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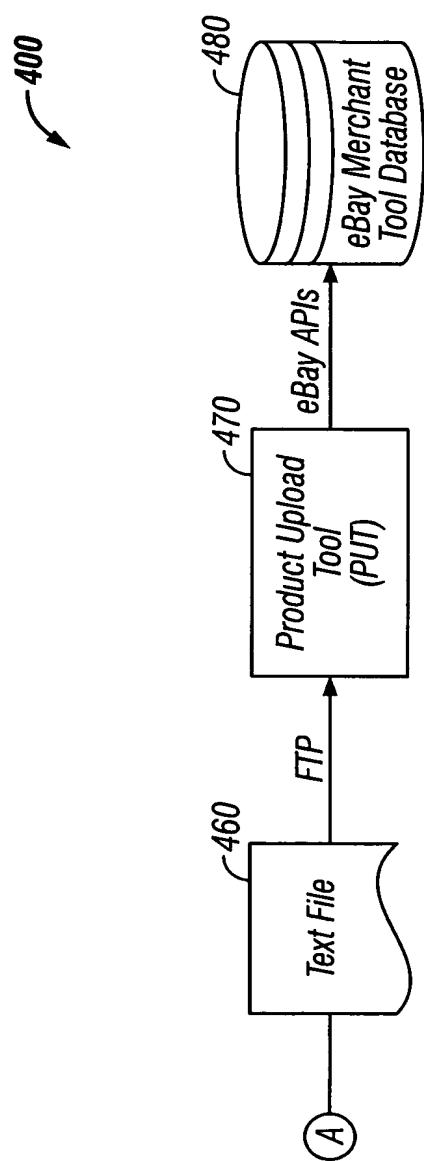


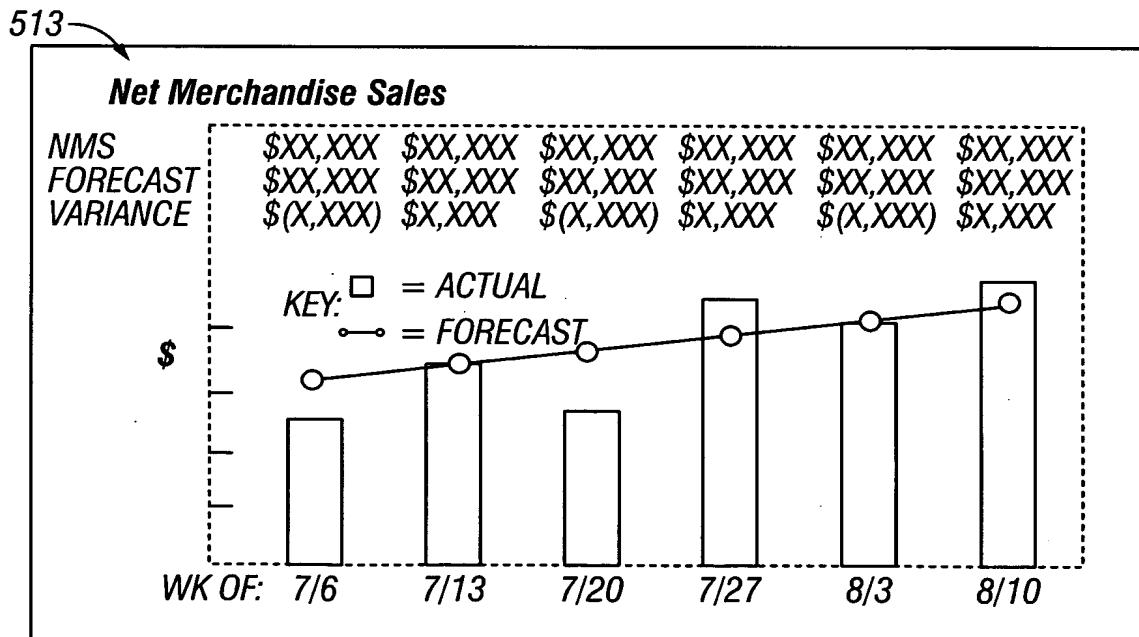
FIG. 4  
(Continued)

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**Executive Summary**  
• Bullet point highlights from Account Manager  
• Key insights  
• Performance alerts (positive and negative)  
• Recommendations



**FIG. 5A**

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<b><i>Top Line Highlights</i></b>			
<b>Metric</b>	<b>Current Wk</b>	<b>Past Wk</b>	<b>Change</b>
NMS	\$40,000	\$39,000	\$1,000
NMS TO DATE	\$850,000	\$810,000	\$4,000
#LISTED SKUs	135	145	(10)
<i>AUCTION</i>			
NMS	\$30,000	\$30,000	0
#LISTINGS	275	275	0
#UNITS SOLD	300	225	75
CR%	80%	75%	5%
<i>FIXED PRICE</i>			
NMS	\$9,000	\$8,000	\$1,000
#LISTINGS	100	120	5
#UNITS SOLD	175	200	(25)
UNITS SOLD/LISTING	1.8	1.7	0.1
<i>STORE SALES</i>			
NMS	\$1000	\$1000	0
#LISTINGS	25	25	0
#UNITS SOLD	25	30	(5)
UNITS SOLD/LISTING	1.0	1.2	(0.2)
ASP\$	\$80.00	\$86.67	(\$6.67)
ASP% OF TARGET	95%	93%	2%
ASP % OF ANCHOR (XXX)	125%	120%	5%

**FIG. 5A**  
**(Continued)**

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<b>Bottom Line Highlights</b>			
<b>Metric</b>	<b>Current Wk</b>	<b>%NMS</b>	
GMS	\$43,000		
NMS	\$40,000		
EBAY FEES	\$X,XXX	(est)	X.X%
PAYPAL FEES	\$X,XXX		X.X%
C2E FEES	\$X,XXX		X.X%
WAREHOUSE	\$X,XXX		X.X%
TOTAL FEES	<u>\$X,XXX</u>		XX.X%
NET PROCEEDS	\$XX,XXX		XX.X%

<b>Product Highlights: Slow Movers</b>						
<b>SLOW MOVERS:</b>	<b>GMS</b>	<b>UNITS SOLD</b>	<b>TIMES LISTED</b>	<b>UNITS IN STOCK</b>	<b>GMS POTENTIAL</b>	<b>START\$/TARGET\$</b>
1. PRODUCT TITLE SKU	—	—	—	—	—	—
2. PRODUCT TITLE SKU	—	—	—	—	—	—
3. PRODUCT TITLE SKU	—	—	—	—	—	—

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**FIG. 5A**  
**(Continued)**

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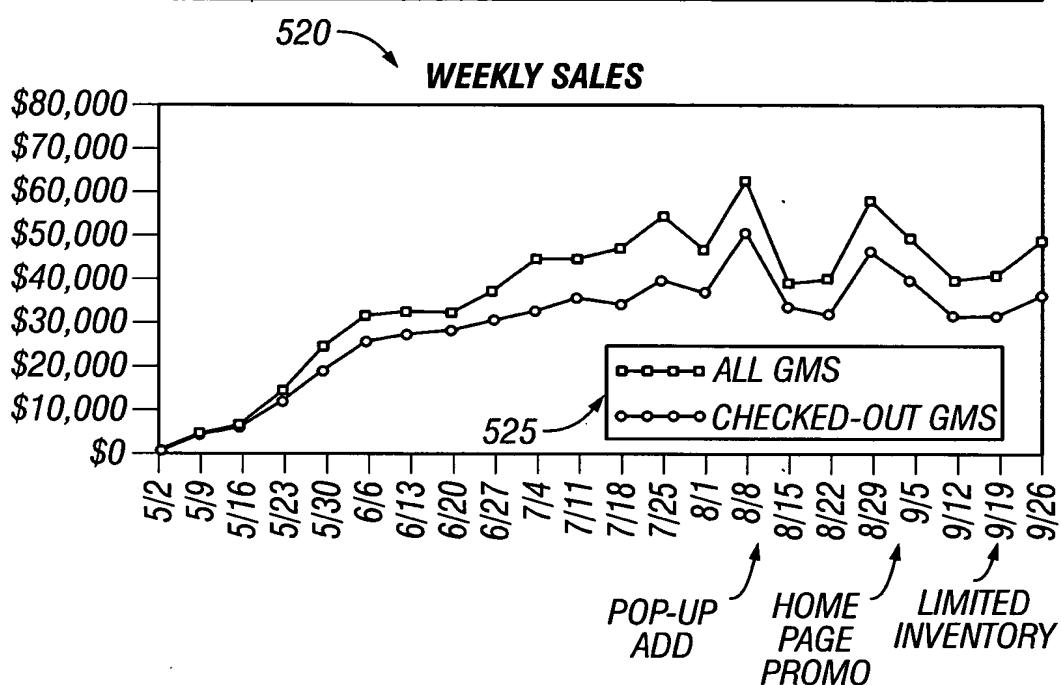
<b>Product Highlights: Best Sellers</b>						
<b>TOP \$ SELLERS:</b>	<b>GMS</b>	<b>UNITS SOLD</b>	<b>UNITS IN STOCK</b>	<b>ASP \$</b>	<b>GMS POTENTIAL</b>	<b>ASP\$/ TARGET</b>
1. <i>PRODUCT TITLE</i> <i>SKU</i>	—	—	—	—	—	—
2. <i>PRODUCT TITLE</i> <i>SKU</i>	—	—	—	—	—	—
3. <i>PRODUCT TITLE</i> <i>SKU</i>	—	—	—	—	—	—
<hr/>						
<b>TOP UNIT SELLERS:</b>	<b>GMS</b>	<b>UNITS SOLD</b>	<b>UNITS IN STOCK</b>	<b>ASP \$</b>	<b>GMS POTENTIAL</b>	<b>ASP\$/ TARGET</b>
1. <i>PRODUCT TITLE</i> <i>SKU</i>	—	—	—	—	—	—
2. <i>PRODUCT TITLE</i> <i>SKU</i>	—	—	—	—	—	—
3. <i>PRODUCT TITLE</i> <i>SKU</i>	—	—	—	—	—	—
<hr/>						
<b>TOP MARGIN PRODUCERS:</b>	<b>GMS</b>	<b>UNITS SOLD</b>	<b>UNITS IN STOCK</b>	<b>ASP \$</b>	<b>GMS POTENTIAL</b>	<b>ASP\$/ TARGET</b>
1. <i>PRODUCT TITLE</i> <i>SKU</i>	—	—	—	—	—	—
2. <i>PRODUCT TITLE</i> <i>SKU</i>	—	—	—	—	—	—
3. <i>PRODUCT TITLE</i> <i>SKU</i>	—	—	—	—	—	—

**FIG. 5A**  
*(Continued)*

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500 →

**SALES BY WEEK**



**FIG. 5B**

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510

### KEY STATISTICS

- **YEAR-TO-DATE GMS<sup>1</sup>:** \$800,000
- **LAST WEEK NMS<sup>2</sup>:** \$50,000
- **CURRENT WEEK NMS<sup>2</sup>:** \$28,000 (TUES)
- **AVG. RECOVERY<sup>3</sup>:** 118%
- **AVERAGE SELLING PRICE:** \$89.57
- **#UNITS SOLD<sup>2</sup>:** 500
- **#SKUs LISTED:** 200

- **HOT ITEMS** 535

- SKU ABC - HOME THEATER SYSTEM
- SKU DEF - MICROWAVE
- SKU GHI - HP LAPTOP
- SKU JKL - HI-FI VCR
- SKU MNO - NOISE CANCELING HEADPHONES

545

### **OTHER NOTEWORTHY NEWS**

~-825 ORDERS HAD SHIPPING DELAYS FROM 9/23-10/6 DUE TO CHANGES MADE TO SYSTEMS

547  
~-MADE ADJUSTMENTS TO AUCTION STRATEGY ON 10/1 TO INCREASE RECOVERY

549  
~-97.9% POSITIVE FEEDBACK ACHIEVED

~-RECOMMEND ADDING INVENTORY BEHIND SKUS AND TO SUPPORT UPCOMING EBAY SEASONAL PROMOTION

527

<sup>1</sup> GROSS MERCHANDISE SALES (INCLUDES ALL CHECKED OUT SALES AND UNCHECKED OUT SALES FOR PAST 30 DAYS)

<sup>2</sup> NET MERCHANDISE SALES (CHECKED OUT GROSS MERCHANDISE SALES)

<sup>3</sup> AVERAGE RECOVERY AGAINST LOWEST CHANNEL

**FIG. 5B**  
**(Continued)**

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RESERVED	RESERVED
REQUIRED	MAIN DESCRIPTION
RESERVED ATTRIBUTE 600	RESERVED ATTRIBUTE 601
<p>610 ↗</p> <p>&lt;P&gt; SINGLE-BUTTON FRONT, NOTCHED COLLAR, BUTTON TRIM ON SLEEVES. PRINCESS SEAMS FOR FLATTERING SHAPE AND ON-SEAM POCKETS. 100% LINEN. DRY CLEAN. IMPORTED. &lt;/P&gt;</p>	<p>605 ↗</p> <p>SOLD IN POPPY. PLEASE CHECK LISTINGS FOR ADDITIONAL COLORS.</p> <p>650 ↗</p> <p>SINGLE-BUTTON FRONT, NOTCHED COLLAR, BUTTON TRIM ON SLEEVES. PRINCESS SEAMS FOR FLATTERING SHAPE AND ON-SEAM POCKETS. 100% LINEN. DRY CLEAN. IMPORTED. &lt;/P&gt;</p> <p>SOLD IN POPPY. PLEASE CHECK LISTINGS FOR ADDITIONAL COLORS.</p> <p>BRAND: CHADWICK'S TYPE: LINEN JACKET SIZE: 10P STYLE: CAREER COLOR: POPPY ACTUAL COLOR: POPPY FABRIC: LINEN CONDITION: NEW INVENTORY NUMBER: 21213444510P4530</p>

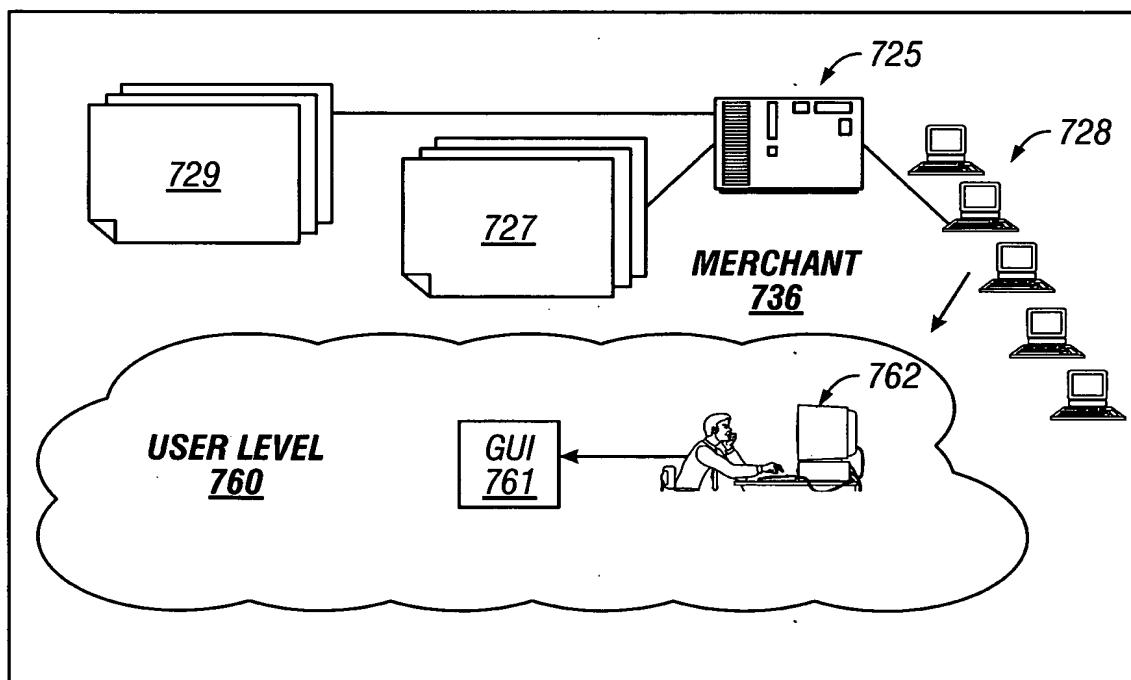
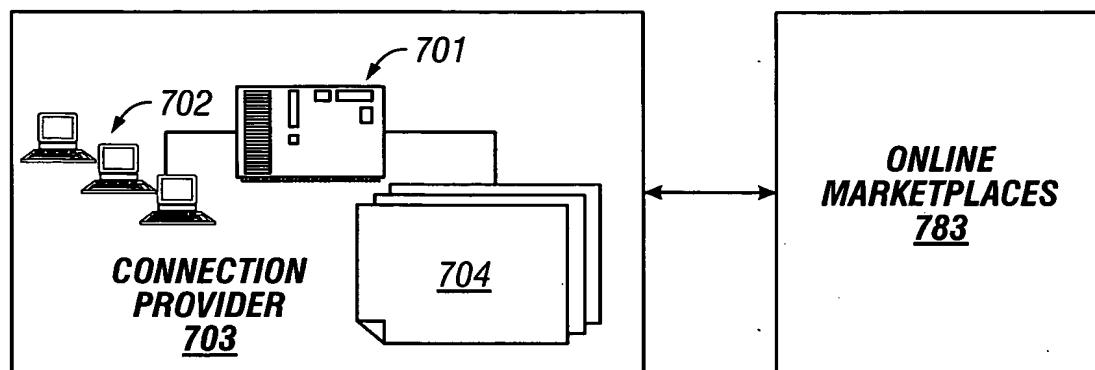
FIG. 6A

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<b>FIELD CATEGORIES</b>	<b>REQUIREMENTS</b>	<b>SERVICE OFFERING</b>	<b>DISPLAY</b>	<b>DESCRIPTIONS</b>	<b>EXAMPLES</b>
662 ATL CHANGE	Numeric	All So	Required	Quantity on hand available to list on the site. For SO4s, this number will come from fulfillment	10
664 DEFAULT QUANTITY TO LIST	Numeric	All So	Optional	Used if a specific number of products will be listed for every auction	1
667 MSRP	Numeric	All So	Required	Manufacturer suggested retail price for the product. Either MSRP, COGS, or both MSRP and COGS is required for each SKU. Do not use \$	59.99
668 COGS	Numeric	All So	Required	Cost of goods sold for the product. Either MSRP, COGS, or both MSRP and COGS is required for each SKU. Do not use \$	19.45
670 TARGET PRICE	Numeric	All So	Optional	This price is the target for a specific item. Do not use \$	59.99
672 DEFAULT STARTING PRICE	Numeric	All So	Optional	This price field is an option to start each auction for this product. Should be considered after the product strategy has been defined. Do not use \$	39.99
674 DEFAULT AUCTION BIN PRICE	Numeric	All So	Optional	This price field is an optional bin (if option is selected) default - should be considered after the product strategy has been defined. Do not use \$	59.99
676 DEFAULT AUCTION RESERVE PRICE	Numeric	All So	Optional	This price field is an optional reserve price (if option is selected) default - should be considered after the product strategy has been defined. Do not use \$	42.99
678 DEFAULT STORE BIN PRICE	Numeric	All So	Optional	This field will provide the start/end price for a store (if store listing only) do not use \$	59.99

**F/G. 6B**

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**FIG. 7**